

Discipline

Exhibition design

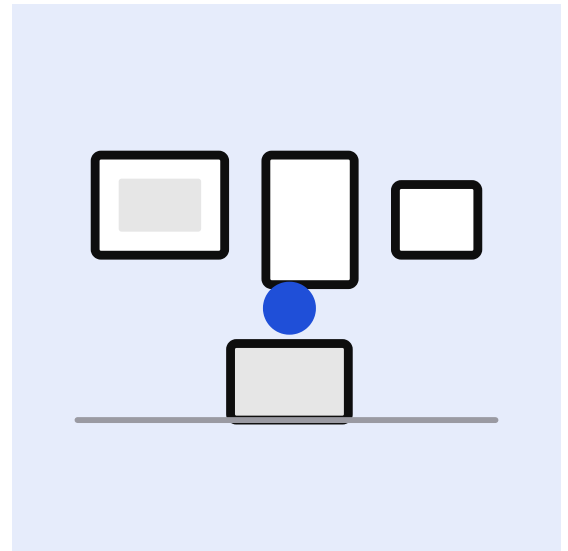
Designs exhibitions in museums, fairs or public spaces: how a story is told in space with objects, texts, images, light and a path.

In Spanish

Diseño de exposiciones

Origin

Museum and trade-fair practice; reference handbook by Lorenc, Skolnick and Berger (2007)



What it deals with

Visitors walk, get tired and choose what to look at. If the exhibition doesn't guide them, the story is lost.

Principles

Narrative

The exhibition has a storyline you walk through.

Several levels

Those who pass quickly and those who stop should both take something away.

Everything communicates

The space, the light and the displays are part of the message.

Applications in design

✓ Use it like this

Write the narrative first and then design the path.

✗ Avoid

Long texts to read standing up, in small type.

👁 Don't fall for it

Think of groups, children and people with reduced mobility when laying out the path.

Connections

Related to

■ Lighting design

■ Information design

■ Scenography

■ Spatial design

■ Environmental graphic design

■ Wayfinding design

Authors and works

2007

Jan Lorenc, Lee Skolnick and Craig Berger

Explained exhibition design as the union of narrative, space and graphics.

Sources

Secondary sources

- Lorenc, J., Skolnick, L., & Berger, C. (2007). What is exhibition design? RotoVision.

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.